

II

CAMBRIDGE 2ND HALF SUPPLEMENTAL BUDGET
(IN THOUSANDS OF DOLLARS)

| | <u>AGGRESSIVE LAUNCH</u> | <u>BASE LAUNCH</u> | <u>UNITS PROMOTED</u> | <u>COST PER M</u> |
|---|------------------------------|------------------------|---------------------------|--------------------|
| ADVERTISING | | | | |
| ----- | | | | |
| ADVERTISING | \$12,500 * | \$7,000 ** | | |
| * REACH 85 AND FREQ. 3.5 SIMILAR TO ALPINE, BUCKS, MERIT ULTIMA, B & H KINGS AND SUPERSLIMS LAUNCH | | | | |
| ** COMPROMISED REACH 70 AND FREQ. 3 SIMILAR TO DORAL PRICE CUT CREATIVE WHICH HAD A REACH OF 74 AND FREQ. OF 2 WITH A \$6.3 M EXPENDITURE LEVEL | | | | |
| AGENCY PRODUCTION | 1,000 | 1,000 | | |
| SUBTOTAL- ADVERTISING | <u>13,500</u> | <u>8,000</u> | | |
| EVENT SPONSORSHIP | 0 | 0 | | |
| * RETAIL PROMOTIONS | | | | |
| ----- | | | | |
| #1 4TH QTR PACK - NON CPN. PK. PROM. W/MERCH. ITEMS | 3,600 | 3,600 | 116.00 | \$31.03 |
| #3 4TH QTR CTN - ON CTN ITEM W/CATALOG BB | 4 6,876 | 6 6,876 | 300.00 | \$22.92 <i>skt</i> |
| #2 MEGA VOLUME - B2G1F CARTON | 2,600 | 2,600 | 160.00 | \$16.25 |
| | <u></u> | <u></u> | | |
| SUBTOTAL- CONSUMER INCENTIVES | 13,076 | 13,076 | | |
| * COUPONING | | | | |
| ----- | | | | |
| #4 1 NATIONAL FSI | 2,792 | 2,792 | 67.20 | \$34.11 |
| CUT THROUGH RETAIL CLUTTER AND SUPPORT SUPMKT'S VOL | | | | |
| 3 APPROACHES: | | | | |
| CONTINUITY+PRODUCT OFFER | | | | |
| TRIAL + CONTINUITY | | | | |
| MULTIPLE ITEMS CONTINUITY | | | | |
| | <u>2,792</u> | <u>2,792</u> | | |
| SUBTOTAL- COUPONING | 2,792 | 2,792 | | |
| * DIRECT MARKETING | | | | |
| ----- | | | | |
| #3 DIRECT MAIL - 3RD WAVE | 3,000 | 3,000 | 125.00 | \$24.00 |
| ESTABLISH RELATIONSHIP W/CONS & MAKE THEM FEEL SPECIAL | | | | |
| | <u></u> | <u></u> | | |
| SUBTOTAL- DIRECT MARKETING | 3,000 | 3,000 | | |
| PERM & TEMP POS/ARTWORK | | | | |
| ----- | | | | |
| PERMANENT POS | | | | |
| TEMPORARY POS | | | | |
| ARTWORK | <u>200</u> | <u>200</u> | | |
| SUBTOTAL- POS | 200 | 200 | | |
| SAMPLING/OTHER PROMOTIONS | 0 | 0 | | |
| ----- | | | | |
| TOTAL BRAND PROGRAMS | \$32,568 | \$27,068 | 768.20 | \$42.40 |

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